

Case Study

Major U.S. Electric Company: Wildfire Mitigation & Veg. Mgmt. Communications

Customer Profile:

A major U.S. Utility that serves 430 cities & communities with a total customer base of ~5 million residential & business accounts within Central, Coastal, and Southern California.



Plan

- Understand environment, goals & expectations
- Audit existing communications
- Review employee surveys & feedback
- Identify stakeholders, drivers & challenges
- Determine resources & SMEs



Build

- Set guiding principles, purpose & objectives
- Develop key messages
- Define communications tools/media
- Build communications elements
- Align communications to change management priorities



Launch

- Set communications calendar of short- & long-term integrated activities
- Establish cadence
- Deploy first wave of communications
- Provide right message to the right audience at the right time



Improve

- Monitor ADKAR-based metrics
- Manage stakeholder expectations
- Build feedback loop
- Address feedback
- Refine communications plan
- Update communications calendar

Results:

Stakeholder communications effectively told the story of organizational readiness to transform the wildfire mitigation and vegetation management inspection process, and how we will operate and work in a change environment. Deliverables were compelling, people-focused, clear in purpose, backed by leadership and constantly reinforced to sustain gains made.

Customer Challenge:

- New ways of working required to conduct quality asset inspections
- Perception that technology will replace employees
- Lack of ongoing stakeholder engagement to reinforce behavior changes

Customer Approach:

- Build awareness of the need to adopt new inspections processes and understanding of the benefits of the reimagined inspections
- Reinforce the reality that the expertise of inspectors in the field cannot be designed out of the inspection processes

Bridgewater Solution:

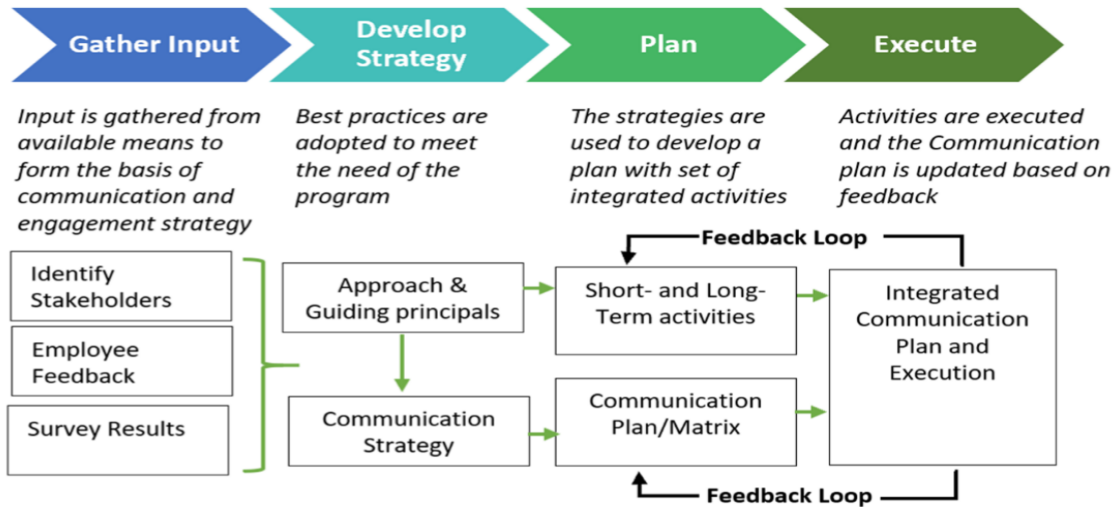
- Provide strategic framework, guidelines, methods and tools to develop, execute and track communications
- Develop clear, compelling messaging on why change is happening and how technology frees-up employees to perform value-added work
- Validate that messages are received and understood

Case Study

Major U.S. Electric Company: Communication Governance

Customer Profile:

A major U.S. Utility that serves 430 cities & communities with a total customer base of ~5 million residential & business accounts within Central, Coastal, and Southern California.



Results:

The company successfully established a communication governance structure, communication council, and an integrated processes and tools that helped improve the overall communication efforts.

Customer Challenge:

- Communications are unplanned, ad-hoc basis, and not tailor to audience
- Understanding the business/project point of view
- Integration and timing of business/project communications
- Not enough skilled resources and time given to Communication Process
- Lack of a feedback mechanism

Bridgewater Approach:

- Establish an Integrated Communication Governance oversight approach and mature the Communication Engagement Model that aligns with the company's strategic objectives.

Bridgewater Solution:

- Assess current Communication capabilities, determine desired state, conduct gap analysis with recommendations and proposed plan
- Build a scalable Integrated Communication Approach to meet current and future demands for project consultations and project execution
- Increase the Effectiveness of Communication tools and standards while increasing the Communication skills of leaders, mgrs., project teams and employees